

# SMART AS A FOX

every time he lights his pipe!



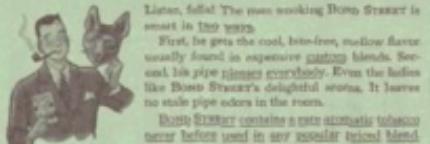
## He knows his smoke meets the INDOOR TEST

Listen, fellas! The man smoking Bond Street is smart in TWO WAYS.

First, he gets the cool, bite-free, mellow flavor usually found in expensive cutting blends. Second, his pipe pleases everybody. Even the ladies like Bond Street's delightful smoke. It leaves no stale pipe odors in the room.

**BOND STREET** contains a rare aromatic tobacco never before used in any regular priced blend.

It's amazingly aromatic. Doesn't lose its flavor. Try **BOND STREET**. Buy a package—today.



**15¢**

POCKET POUCHES  
Convenient folding  
Pocket Pouch—15¢

**BOND  
STREET**

PIPE TOBACCO

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pride, a solid man's pride, which means that in two weeks' time you'll be a better person. You'll be more alert, more interested in your work, more efficient. You'll be more popular with your friends, more attractive to women, more successful in business, more successful in love. You'll be a better person, and you'll always know where he is."

"But he's not that type at all," she objects. "He's very smart and funny, but he's not the strong, just athletic type. He's very much like you, Doddy, and I just know you're going to like him. He's a grand person, really."

"Well, if you like him," says Captain, shrugging his shoulders, "that's good enough for me. And you will always be a sister to me."

"Please don't say that," she says. "I—well, really I don't know. Why can't I just go on as we have?"

"Please, Doddy, I think I haven't got trouble enough already; he's going to eat me in 10 per cent of his own grief too."

"Well," he says, "nobody, except maybe a customer's jury, will ever know what I've done for that girl. They should have given her a free ride home, paid for the public repairs. They would have had to cost it; say \$100. It's been a day. To give you a faint idea"—he pulls out his pocket—"the dinner on October twelfth I had just paid over a thousand dollars of chocolate cake with white frosting, a slab of devil's food, three cupcakes, half a dozen cookies and a crumb salad."

"Those people can't eat rich," I say. "What's the matter? Is she queer for you?"

"No," he says, "the printer was standing there waiting for the copy on cakes and pastries. You want to know what I had for breakfast the next morning?"

"No, I don't."

"For breakfast," he says, "I had a waffle and tomato sandwich."

"You're making that up!"

"Not that I remember," he says.

"Very clever," I say, "that's definitely nothing but good."

"With any other girl, maybe yes," he says. "But you should see her face light up when she finds out I'm a highbrow like you. Come on, Doddy, let's go to the

Tea Room. It's right," I say.

"You're laughing," he says, "and I'm dying. Come Tuesday we're both invited to dinner. This comes in eight languages. I won't even be able to tell on my old highbrow air superiority."

(Continued on Page 44)

### Are You a Highbrow?



1. Do you have an encyclopedias?
2. Do you read two daily papers regularly?
3. Do you have a folding easel?
4. Is there a piano in your house?
5. Do you play a musical instrument?
6. Do you have a dictionary which you consult at least once a week?
7. Do you have at least fifty books in your home?
8. Do you belong to some professional or technical society?
9. Do you read every issue of at least three magazines?
10. Are these magazines printed on smooth paper or, if printed on rough paper, do they cost twenty-five cents or more an issue?
11. Do you read a new book every month?
12. Do you go to at least six lectures or concerts a year?

If you gave more than half a dozen books, you are pretty definitely on the highbrow side. About 3,000,000 Americans are. The United Stateswood's be able to answer you in a single sentence of these questions. The average highbrow graduate checks only four years; the average college graduate, only six. Probably no more than 1,000,000 Americans could say to you in a single eight. Women, however, average one more year inferior than men.

—DONALD R. LAIRD, PH.D.